

Ref: DA 04-1096, dated 27 April 2004

“Request for Comment on Petition Filed By The National Association of Broadcasters Regarding Programming Carried By Satellite Digital Audio Services”

24 June 2004

Dear Commission;

I understand that my response is late. Hopefully, it can still be included for your consideration.

Let me ask this question: Why is it that the National Association of Broadcasters (NAB) is interested in reducing the ability of the Satellite Digital Audio Services (SDARS) broadcasters to provide information of local interest, specifically, weather and traffic information?

How is the NAB's request in the public interest?

I fail to see that it is.

Imagine you are traveling in your car to a large metropolitan area, Boston for example. You haven't spent much time there, but you'd like to know what the traffic is in that area. Your passenger has a map, and is navigating for you both.

How is one to get instant traffic information, especially at some distance out from your destination? Imagine that one could tune one's radio at any distance, and receive up-to-date traffic and weather information, virtually on-demand. It exists today! Just tune your satellite radio, and this information is available!

I cannot understand why an organization like the NAB should have the ability to curtail the services of innovators such as the SDARS providers. To me, it's like the analogy of the candle makers trying to restrict Thomas Edison from developing his light bulb. If the NAB feels threatened by this innovation, why don't they rise to the occasion by providing competing services that vie for the attention of their listeners? After all, NAB members have the advantage, of which they've touted repeatedly, that their service is free.

Although I am associated, by way of my employer, with the SDARS providers, I am a paying subscriber of its services. Having the ability to find reliable, up-to-date travel information is a tremendous benefit- I believe the SDARS service in the US today is the envy of the world. Please do not allow special interests to curtail its offerings. Again, if the NAB considers this a threat, let them challenge it in ways that we would consider to be the “American” way: straightforwardly, by offering competing services that raise the level of expectation for the consumer. After all- satellite radio exists because the

longstanding terrestrial broadcasters were unable or unwilling to fulfill the hunger for diversity that the SDARS broadcasters have provided.

Thank you.

Sincerely,

Harry Diamond
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